

JULIA P. GORDON

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EDUCATION

Cornell University, College of Human Ecology, Ithaca, NY
Bachelor of Science, Apparel and Textile Management, May 2009
Emphasis in Business Management and Marketing
Overall GPA: 3.4; Major GPA: 3.7; Dean's List three semesters

Fashion Institute of Technology, New York, NY
Classes in Advertising Design and Textile Surface Design, Summer 2006

EXPERIENCE

Summer 2008

New York & Company, New York, NY
Marketing/Merchandising Intern, Sport Collections Department

- Prepared and maintained weekly size, color, and related selling reports for key department items
- Developed merchandise test forms; followed up on test merchandise
- Contributed to department and company-wide meetings
- Attended seminars on marketing strategies
- Participated in New York & Company store's daily activities, including assisting sales associates and interviewing customers about preferences

Spring 2008

Evolution Clothing Store, Ithaca, NY
Marketing Coordinator for Independent Study Project

- Designed market survey and analyzed responses to create complete store marketing plan
- Proposed various advertising techniques targeting college students
- Collaborated with store manager and brand identity team to create store image

Spring 2008

Cornell University, College of Agriculture and Life Sciences, Ithaca, NY
Public Speaking Teaching Assistant

- Lectured to 100+ class in absence of professor; prepared two complete lectures
- Evaluated and provided feedback on student outlines and speeches
- Graded mid-term examinations with quick turn-around time
- Modeled effective public speaking skills to class

Spring 2007, 2008

Design Days, College of Human Ecology, Ithaca, NY
Co-Chairman, Weekend Design Days Program

- Coordinated weekend events for prospective students and parents visiting the Fiber Science and Apparel Design Department and the College of Human Ecology
- Developed and supervised group project on creating concept board
- Participated in student panels focusing on TXA department and student life
- Increased student involvement by 20% and generated enthusiasm for showcasing TXA department to visitors

Summer 2007

Citibank, Long Island City, NY
Corporate Communications Intern

- Coordinated vendor and client orders to improve department productivity
- Compiled expense reports and calculated exchange rates from manager's Asian Tour

ACTIVITIES

Cornell Design League, Vice President • Human Ecology Ambassador • Kappa Alpha Theta Sorority, Rush Chair • Orientation Counselor • Golf • Travel

COMPUTER SKILLS

Solid PC, Macintosh skills • Microsoft Word • Excel • PowerPoint • Outlook • Adobe InDesign • Photoshop • Graphic Design